



## **Cardiff City Football Club**

### **Fan Advisory Board - Memorandum of Understanding**

#### **Parties**

The parties to this Memorandum of Understanding (“MOU”) are:

1. Cardiff City Football Club Fan Engagement Panel (“CCFC”) is a reference to Cardiff City Football Club.
2. Cardiff City Fan Advisory Board (“FAB”) made up of directly appointed representatives of supporter groups of Cardiff City football club and individual season ticket holders/members elected by fellow individual season ticket holders/members.

#### **Overview**

The purpose of the MOU is to strengthen the relationship between CCFC and the FAB and to ensure CCFC actively consults with the supporters and takes their views into account at all levels of decision making. The FAB is a supporter representative entity which CCFC have agreed to meet with, however the FAB can also meet without the club present.

The aim of the MOU is to allow the FAB to consult with CCFC over the following areas:

- Competition matters
- Enhancing the fan experience
- Stadium development and projects
- Sustainability, corporate and social responsibility initiatives
- Improving fan products and services
- Football governance (Regulatory and Governing bodies)
- History and heritage

FAB should aim to be a diverse entity with representatives drawn from the supporter base and community from which the supporters of CCFC are drawn.

The minimum level of expected commitment from both parties is to meet four times a year.

The purpose of the FAB is to enable supporter input on those matters referenced above.

The MoU is a statement of the principles that the FAB and the CCFC subscribe to, to create an effective, mutually beneficial, structured communication channel.

**The FAB will:**

- Include representation from FSA affiliated leading supporters' groups, along with others appointed through applications and/or elections.
- Encourage those representatives to consult with their individual group membership or constituencies regularly on issues of importance particularly ahead of FAB meetings with CCFC.
- Provide a regular channel of communication and consultation between CCFC and its fan/community base, in addition to CCFC's other channels of supporter engagement.
- Consist of suitable non-conflicted people who understand their role as representatives for supporters, not just to voice their own views.
- Appoint a Chair and Vice Chair from their number to facilitate the smooth running of meetings.
- Where agreed by CCFC and FAB create sub committees to work on particular focus areas and meet between FAB meetings to carry out more detailed discussions. Reporting back to FAB as relevant.

**CCFC will:**

Provide a suitable level of information with a level of detail that builds trust and understanding of how CCFC is being run with reference to:

- Competition matters
- Enhancing the fan experience
- Stadium development and projects
- Sustainability, corporate and social responsibility initiatives
- Improving fan products and services
- Football governance (Regulatory and Governing bodies)
- History and heritage

Nominate appropriate senior CCFC representatives to attend meetings who have the appropriate knowledge on the matters to be discussed at the 4 meetings planned in each year. Consult the FAB to complete any supporter engagement assessment as required by the EFL or other relevant bodies.

**Both parties will:**

1. Agree agenda items in a timely manner, CCFC will record the meeting, and the transcript will be made available within seven working days for further ratification by the FAB. When both parties agree, the minutes will be published on the Clubs & FAB website within three working days.
2. Agree that the Supporter Liaison Officer will be the CCFC secretary and minute taker with actions clearly laid out in the minutes and reviewed, amendments made as required and agreed at each meeting, following the agenda.
3. Respect that some items may be sensitive, deemed confidential and maybe redacted from the minutes. The confidentiality of such items will be governed by the Confidentiality Agreement.
4. Plan meeting dates for the upcoming year and publish such dates as necessary within an EFL Fan engagement plan.
5. Ensure the meeting is 'structured' so that any topics that either party wants to discuss can be done so in an appropriate environment.
6. Respect all attendees including no negative or abusive social media or public comments regarding specific members or the groups they represent. Breaches of expected conduct will be governed by the Code of Conduct.
7. Agree to act in accordance with the Code of Conduct, the Confidentiality Agreement and the Equality and Diversity Statement.
8. Agree upon the wording of an annual report to be made public regarding the work of the FAB.

## **Recommendations and actions**

Recommendations and actions will be discussed and agreed between both parties during meetings.

Agreed actions will be recorded in the minutes and reported on at the next meeting.

The FAB recognises that the Club is not bound to act on the outcome of any discussions held at FAB meetings, albeit it is expected to take note of the outcome and use that in any considerations. It is also recommended that the club feedback the reasoning behind decisions taken at club board level that might be of relevance or interest to the FAB.

## **Amending the Memorandum of Understanding**

This MOU may be revised with the agreement of both parties.

## **Equality and diversity statement**

Cardiff City Fan Advisory Board (FAB) and CCFC is committed to promoting equality by treating people fairly and with respect; and by providing equal access and opportunities for all supporter representatives.

The FAB will not tolerate abusive behaviour or discrimination in any form and will work together to celebrate equality and diversity at the club.

The FAB is designed to be inclusive, providing a representation of a broad demographic of fans, welcoming the views and opinions of all supporters.

Each party hereby confirms its agreement to the terms contained in this memorandum of understanding.

## **Respect**

Both parties will refrain from making negative comments on their media and social platforms or make public statements verbally or written.